

**CONTRACT**

**WTKR-TV**  
**720 Boush Street**  
**Norfolk, VA 23510-1583**  
**(757)446-1000**

www.wtkr.com

And:

**Crossroads Media, LLC.**  
**66 Canal Center Plaza**  
**Suite 555**  
**Alexandria, VA 22314**

<b>Contract / Revision</b> 580553 /		<b>Alt Order #</b> 07909895
<b>Product</b> Special Ops OPSEC Ed		
<b>Contract Dates</b> 10/04/12 - 10/10/12		<b>Estimate #</b> 4/128/1085
<b>Advertiser</b> Greener & Hook		<b>Original Date / Revision</b> 10/02/12 / 10/02/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> WTKR	<b>Account Executive</b> Jamie Andrus	<b>Sales Office</b> Washington, D.C.
<b>Special Handling</b>		
<b>Demographic</b> Adults 35+		
<b>IDB#</b> 8433	<b>Advertiser Code</b> 4	<b>Product Code</b> 128
<b>Agency Ref</b>		<b>Advertiser Ref</b>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	3	10/04/12	10/05/12	Newschannel 3 News	8-630pm		:30			NM	2	\$3,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	---TF--				2	\$1,850.00			
N 2	3	10/08/12	10/09/12	Newschannel 3 News	6-630pm		:30			NM	2	\$3,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MT-----				2	\$1,850.00			
N 3	3	10/04/12	10/05/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	2	\$2,020.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	---TF--				2	\$1,010.00			
N 4	3	10/08/12	10/10/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	3	\$3,030.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MTW----				3	\$1,010.00			
N 5	3	10/04/12	10/05/12	Newschannel 3 News	12n-1230pm		:30			NM	2	\$2,690.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	---TF--				2	\$1,345.00			
N 6	3	10/08/12	10/10/12	Newschannel 3 News	12n-1230pm		:30			NM	3	\$4,035.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MTW----				3	\$1,345.00			
N 7	3	10/06/12	10/06/12	Saturday Prime	9-10pm		:30			NM	1	\$1,445.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----S-				1	\$1,445.00			
N 8	3	10/06/12	10/06/12	730-8pm	730-8pm		:30			NM	1	\$340.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----S-				1	\$340.00			
N 9	3	10/06/12	10/06/12	Early Show Saturday	9-11am		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----S-				1	\$250.00			
E 10	3	10/06/12	10/06/12	Early Show Saturday	9-11am		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----S-				1	\$250.00			
N 11	3	10/07/12	10/07/12	1135pm-1205am	1135pm-1205am		:30			NM	1	\$515.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----S				1	\$515.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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Contract / Revision	Alt Order #
580553 /	07909895

Contract Dates	Product	Estimate #
10/04/12 - 10/10/12	Special Ops OPSEC Ed	4128/1085

Advertiser	Original Date / Revision
Greener & Hook	10/02/12 / 10/02/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals	
		Start Date	End Date	Weekdays				Spots/Week	Rate		Spots	Amount
N 12 3		10/06/12	10/06/12	730-8pm	730-8pm		:30			NM	1	\$350.00
		Start Date	End Date	Weekdays				Spots/Week	Rate			
Week:		10/01/12	10/07/12	-----S-				1	\$350.00			
<b>Totals</b>											<b>20</b>	<b>\$22,325.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/10/12	20	\$22,325.00	\$18,976.25
<b>Totals</b>	<b>20</b>	<b>\$22,325.00</b>	<b>\$18,976.25</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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